

CHAPTER I

INTRODUCTION

A. The Background of Study

When trading competition is getting tight, trading person – manager, seller, and other businessman – will do anything to a maximum turnover. One of their efforts is through advertisement. According to Dunn and Bardon (1978: 58) advertising is any paid, non personal communication through various media by firms, non profit organization, and individuals who are in some way identified in the advertising message and who hope to inform or persuade member of particular audience. Advertising also identified as a text that do their best to get our attention to make us turn toward them (Goddard, 1998: 6). So the mission of advertisement is to persuade men and women to act in away that will be of advantage to the advertiser. Advertising is found in printed media and electronic media or wherever since it can be read by people easily.

Although the media of advertising is so various, the language of advertising is divided of two types: spoken and written language. Spoken language used on electronic media such as television, radio and advertising via telephone. Written language is used on printed media, out-of-home media, off-the-wall media, and transit media.

The language used in advertising is arranged as well as possible but still communicative because one function of advertising is communication function. The objective of a good advertising is that advertising should be aware of

getting the people in attention and interest. In the matter of getting the people in attention and interest, the language used is so important, especially in printed advertising. The key elements in printed advertising are headline, illustration, subhead, body copy, captions, boxes and panels, slogans, logotypes, seals, and signatures. The headline and slogan are similar. It has function to get the people interest. It doesn't matter if the language in headlines or slogans is a long message or short one.

e. g: The Coca-Cola headline, slogan and subhead year to year.

1886: Drink Coca-Cola.

1925: In fact, Coca-Cola has an average sale of more than six million drinks for everyday in the year ~ It has the charm of purity.

1939: Whoever you are, whatever you do, wherever you may be, when you think of refreshment, think of ice cold Coca-Cola.

1946: Yes.

1982: Have You Gota Taste For You...!

(Bové and Arens, 1986: 6, 26-28)

From the above example we can see that the slogan in the years 1886 and 1946 have a simple construction and the slogan used in the years 1925 and 1939 have a complex construction while the slogan in the year 1982 is out of English standard grammar.

The use of language in advertisement is related to language as a means of communication. Crystal (1992: 212) defines language as the systematic,

conventional use of sounds, signs, or written symbols in human society for communication and self-expression.

Dunkin' Donuts advertisement here means that Dunkin' Donuts manager or the advertiser wants to communicate and to inform people about effort and product by using written language and nice picture. Both language and picture are symbols. The language used in Dunkin' Donuts advertisement is English. But some of Indonesian people who do not have good English can not understand it easily because the language used in the advertisement sometime is confusing because it is written in a complex sentence or phrase or in ungrammatical pattern. If we have a good understanding at how English structure works, it will be easier for us to understand the meaning of Dunkin' Donuts advertisement.

B. The Previous Research

Research about syntax that the researcher will do is not the first research. There are some people who ever wrote about syntactic analysis. The first researcher was Marikha Rahmatul Aliyah entitled "*A Syntactic Analysis of English Writing Used on H&R T-Shirt*". In the research, she analyzed the English writing used on H&R T-Shirt based on traditional grammar (basic sentence pattern), linguistics form, and described the meaning.

The second researcher who applied a syntactic analysis on her research is Hidayatus Syarifah. Her research entitled "*A Syntactic Analysis of English Language Used in Car Advertisement*". It analyzed from syntactic perspective

used in car advertisement. She analyzed the data based on traditional grammar (basic sentence pattern), linguistics form, the number of full predication and based on the clause and phrase.

In this research the researcher also does a syntactic analysis to Dunkin' Donuts advertisement limited from structural approach by applying immediate constituents analysis.

C. The Problem of Statement

Seeing the background the researcher can formulate the problem statement as follows:

1. What constituents are to form the language of Dunkin' Donuts advertisement?
2. How is the construction of the language used in Dunkin' Donuts advertisement?

D. The Objective of Research

1. To find out kinds of constituents that forms the language Dunkin' Donuts advertisement.
2. To describe the construction of Dunkin' Donuts advertisement from structural approach.

E. Limitation

The researcher limits the research on syntactic analysis viewed from structural approach that is by using the immediate constituents analysis to Dunkin' Donuts language advertisement. And the research only takes an ideals and interesting phrases, clauses, and sentences in Dunkin' Donuts advertisement.

The researcher chooses the analysis from structural approach by using immediate constituents analysis because the other researcher rarely uses this theory. And the other reason is because advertisement language is some time ungrammatical but it still concerns on good arrangement.

F. The Benefit of Research

1. Academic benefit

- The result of this research can contribute to the science of linguistic, especially in giving description about language construction from structural grammar.
- The result of this research can enrich syntactic research to an advertising language.

2. Practical benefit

- The research result can improve the reader's knowledge in understanding syntax especially structural approach.
- The result of this research can be used as a reference for those who are interested in English syntax for their research.

G. The Thesis Organization

Research paper organization is given in order that the reader could easily understand the content. That is why the researcher organizes the research paper as follows:

Chapter I: includes introduction, it covers background of the study, problem statement, objective of the study, limitation of the study, benefit of the study, and thesis organization.

Chapter II: contains the underlying theory, it discusses syntactic analysis, kind of structure, immediate constituents analysis, and advertisement

Chapter III: contains research method, it covers research type, data source, technique of data collecting, and technique of data analyzing.

Chapter IV: is data analysis and discussion which contains analyzing the data and describing the meaning.

Chapter V: includes conclusion and suggestion.